

REMARKS

Reconsideration of this application is respectfully requested in view of the arguments presented below. Applicants assert that Claims 1-21 are patentable over the cited art of record.

35 U.S.C. Section 103 Rejections

Paragraphs 2 and 3 of the above referenced Office Action rejects independent Claims 1, 8, and 15 as allegedly being obvious in view of U.S. Patent 6,029,141 (hereafter Bezos) in combination with U.S. Patent 6,643,663 (hereafter Dabney). Applicants respectfully traverse.

Independent Claims 1, 8, and 15 recite embodiments of the present invention that enable the easy updating of e-commerce storefront information. The claimed invention allows a store manager himself (as opposed to some dedicated web page editor) to change product information (e.g., price, product images, feature information, etc.) in an intuitive manner. The solution of the present invention allows immediate verification of any changes made.

For example, independent Claim 1 recites an e-commerce storefront updating method comprising:

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- a) accessing a Web page out of a plurality of Web pages of an e-commerce Web site;
- b) submitting log in information to the Web site;
- c) selecting an item on the Web page to modify;
- d) editing the item on the Web page;
- e) submitting the edited item to the Web site; and
- f) receiving an updated version of the Web page to view and verify the edited item.

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The update method includes accessing a Web page of an e-commerce Web site, submitting log in information, selecting an item of the web page and editing the item, and submitting the edited item to the Web site. Once received by the Web site, an updated version of the Web page is provided for viewing (e.g., via a Web browser) and verification of the edited item.

In contrast, the cited section of Bezos (e.g., Bezos Col 8 line 49 to Col 9 line 21) appears to describe schemes whereby URL embedded referral information is used to identify associates and to credit said associates for their referrals. The cited section (e.g., Bezos Col 9 lines 5-8) describes the ability of associates to "freely modify its product offerings without the need for involving the merchant by simply updating product descriptions and corresponding referral links within the catalog." Applicant points out that this is different from selecting an item as it is actually displayed on a web page and immediately editing the item on that web page (emphasis added). The user/editor need not consult any "catalog" or other paper-based or non-paper-based information source. The item is selected directly on the web page, as it is served from the Web server, and is edited on the web page. No other information source need be accessed. This is completely different from Bezos.

Furthermore, the updated item is directly submitted to be web site, where an updated version of the web page is created and viewed immediately to verify the correct editing of the item. The user need not consult any "catalog" or other paper-based or non-paper-based information source.

The deficiencies of Bezos are not cured by the addition of Dabney. Dabney is relied upon for allegedly showing the receiving of an updated Web page including the edited item and verification of the updated web page. The cited section of Dabney describes one party (e.g., the editor) blocking out a web page and updating the web page at the request

of a second party (e.g., the manager). There is no disclosure within Dabney for any selecting of an item as it is actually displayed on a web page and immediately editing the item on that web page (emphasis added). Furthermore, Dabney explicitly teaches the editing of data residing in multiple different locations that are definitively not the web page. For example, at Col 6 lines 20-32, Dabney explicitly teaches the editing of data stored in a "content management system" in multiple different "target locations appropriate for the data to be assigned" and further describes this data as "multiple data records." Applicant points out that this teaches away from the claimed functionality of the present invention, where the page is edited by selecting an item as it is actually displayed on a web page and immediately editing the item on that web page (emphasis added).

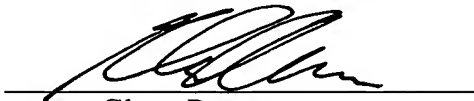
Accordingly, there is no suggestion or motivation to one of ordinary skill in the art for any combination of Dabney with Bezos to obtain the functionality of the claimed invention. For the above rationale, the present invention as recited in independent Claims 1, 8, and 15 is not obvious in light of the cited combination within the meaning of 35 U.S.C. Section 103.

CONCLUSION

All Claims (1-21) of the present application are now in condition for allowance. The Examiner is urged to contact Applicant's undersigned representative if the Examiner believes such action would expedite resolution of the present Application. Please charge any additional fees or apply any credits to our PTO deposit account number: 23-0085.

Respectfully submitted,
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Dated: 2/17, 2005



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